

TCS Board of Directors Meeting

July 29, 2015

Draft Minutes

Attending: President Tom Bigford, President-Elect Matt Nixon, Secretary Susannah Sheldon, Treasurer Mo Lynch; Directors Susan Farady, Paul Hindsley, Lewie Lawrence, Steve MacLeod, Erika Washburn; Executive Director Judy Tucker; Caitlyn McCrary and Neal McMillan (reporting)

Not Attending: Directors Chris Ellis and Brian Smith

President's Report:

Contract with Tucker for management services for the period of July 1 - December 31, 2015 was approved by the board and signed by both parties. Motion (Bigford), Second (Sheldon), 6 in favor, 5 did not respond.

President's Update Letter to membership was emailed on July 24.

TCS Executive Committee (officers and ED) will be meeting every other week to keep action items moving toward the next board meeting.

Partnership role with CSO and CERF is being nurtured by Bigford; further details to be reported in agenda items below.

Action: *Every board member who has not done so already to propose a revenue generating event to lead before the next board meeting in early September.*

Secretary's Report:

Motion (Lynch), Second (Nixon): to approve the May 27, 2015 TCS Board of Directors Meeting Minutes as written. Motion passed unanimously.

Agreement that Board call materials will be distributed 5 days before call

Treasurer's Report:

Updated financial tables (background to be sent separately by Mo); we are in a much better spot than we projected; only down \$893

Donations and dues are higher than projected

We have 3K left from T&F funds to put toward an activity; need to be used this year

New England ERF meeting was positive for us and gave us a small return on our investment; should look for other similar opportunities

Chapters Update:

University of Washington status

UW disaffiliating and sent in final financial report; concern that requirement that students join as TCS members would ultimately result in a negative impact on participation in activities and events; we can still approach UW in the future to see if there is interest in reinstating a chapter

Stopped using the name and logo in June

All resources that remain with a chapter as of disaffiliation time are that chapter's resources; neither party has an obligation

Wake-up call that we need to make stronger connections with and better support student chapters

Motion (Bigford), Second (McLeod): to accept letter of disaffiliation effective July 6th, 2015 based on final financial report from UW showing zero balance; unanimous approval

Oregon State University update

3 of 4 OSU chapter officers joined, faculty advisor is a member, and forms are in process

Potential New Chapter

Washburn is going to look into the feasibility of a student chapter in conjunction with Lake Superior NERR

Action: *Ellis to send lessons learned and best student chapter models to the Board and all chapters*

Communications Committee Report:

Update on changes, schedule, and task list

Board needs to be proactive in providing information to Caitlyn

Blog – waiting on an opening submission (Bigford or McCrary?); posts once every month or two initially will be sufficient until we get in the habit of writing them. Posts can be as short or as long as we'd like, and tend to have a personal tone. The title and the first paragraph will appear on the page, with a link to expand the submission to read it in its entirety. Entries can be sub-divided into categories and students will have an opportunity to contribute. We have a comment policy for social media already, so including a comment box with submissions would be fairly simple; we would just need to decide how to moderate; don't want to exclude because comments can also be informative.

Mo expressed interest in more technical writings and wondered if the blog is appropriate venue for these as well; Caitlyn said it was, and we could have a standard tagging method to allow them to be more easily searchable. Mo is interested in assisting the Communications Subcommittee.

Action: *McCrary will draft the initial blog announcement post and include quotes from Bigford; Bigford will prepare one on OSU chapter and CERF meeting for September post*

Committees Update:

Search for new chairs and members: Tom asked if there was any interest from the Board in chairing or participating in the committees; Paul and Susannah volunteered to co-chair the Career Development Committee. Steve clarified that we do want non-Board members leading these committees for the most part, and Tom thinks demonstrating at least some interest on the part of the Board in the committees will speak well to the commitment and attract chairs and members. Susannah is willing to step aside to just participating as a member if others want to chair the Career Development committee.

Action: *Tom and Judy will share nominees and initiate contact*

Action: *Susannah will follow up on updating website with new committees*

Revenue Generation:

Membership efforts: Susan pulled in 4 memberships; she personalized her email communications as best she could. The ones she knew responded affirmatively and the ones she did not know did not respond. Paul did not know most of his assignments, and had a low response rate but no commitments, some due to not being in the field anymore.

Action: *The Board will have reached out to their assignments prior to the September Board call.*

RAE-TCS update with need to help on sponsorships: Don Davis and Tom have been working with Harvey and Jeff to focus on sponsorships. These are in progress with National Sea Grant Office, The Baldwin Group, Coastal Conservation Association.

Other activities

Barry Costa-Pierce at UNE trying to build coastal management and marine policy presence in the region; Matt reached out to him and had preliminary discussions about starting a student chapter and also partner for an event to bring regional coastal management professionals together

Tom also spoke to Kola Garber (Acting Director of National Sea Grant Office) and there is partnership potential related to 50th anniversary celebration Sea Grant is hosting next year

CSO/TCS/NERRA will be hosting a coastal connections meeting in WA Rep. Kilmer; the vision is to get \$5-10K that we can use to hire someone to help us in promoting and documenting the event

Williamsburg: Mo reaching out to water engineers

Giving Tuesday/Good Search

Giving Tuesday –initiated to ask people to donate some of their Black Friday savings back to charities. There was some discussion as to using this venue to host a CZMA reauthorization campaign. This is December 1 this year.

Good Search and Good Shop: TCS earns money every time someone shops online; these portals provide brand name coupons and gives a percentage of the sales to TCS. This reframes the way we shop online. TCS is enrolled at these sites and iGive.

***Action:** Board will decide on focusing on CZMA or possibly another issue for Giving Tuesday*

Adjournment

The next call will be in early September. The meeting was adjourned at 3:46 PM EDT.